

ABSTRACT

Methods for disseminating advertising messages to consumers of fortune cookies are provided for. The methods comprise providing novel inserts constructed in accordance with the subject invention. The novel inserts have imprinted thereon an advertising message which may be viewed by a consumer. Fortune cookies are produced with novel inserts carried therein, and the fortune cookies are distributed to consumer outlets, such as food service establishments, and thence to consumers associated with the consumer outlets.

The novel fortune cookie inserts comprise various embodiments, including inserts comprising a plurality of superimposed, imprintable substrate sheets; inserts comprising a plurality of imprintable substrate sheets, wherein the substrate sheets are affixed to each other; inserts comprising an imprintable substrate sheet having a fold therein, and preferably a horizontally or vertically oriented fold therein; inserts wherein the advertising message imprinted on the insert includes a manufacturer coupon redeemable by a consumer of the fortune cookie having imprinted thereon machine readable indicia to facilitate automated processing of the coupon. Preferably the machine readable indicia are a UPC bar code utilizing the UCC/EAN-128 Article Numbering System or another bar code.

Methods for packaging and distributing fortune cookies for dissemination to a target consumer group also are provided for. The methods comprise providing fortune cookies having an advertising insert which has an advertising message for a target consumer group. The fortune cookies are packed in a shipping carton having a machine readable indicator uniquely associated with the advertising message. The indicator is read and the carton is then shipped to consumer outlets associated with the target consumer group.